



21 May, 1998

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Key Account Manager

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TO : ROU'S 1110, 1210, 1310, 1610, 2310, 2610, 2910, 5110,
5410, 5610, 5810, 6210, 6610, 6610, 6710, 6910 FOR
IMMEDIATE DISTRIBUTION TO ALL SALES/RETAIL REPS. WITH
7-ELEVEN RESPONSIBILITY

MONEE ANAYA	DENNIS BELLINGER
DENNY BOMGARDNER	JIM BRYANT
MARIANNA CONROY	CHRIS HUFF
JEANNE SWISHER	

SUBJECT: SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX
DORAL PACKAGE CHANGE

Ladies and Gentlemen,

Attached is a letter distributed to all 7-Eleven stores educating the stores
about our *Doral* package change.

During normal coverage, you should :

- ① Ensure stores are rotating old style graphics to the front.
- ② Maximize placement of DSC materials.
 - > 7-Eleven has advised stores that they should, at the
minimum, be placing the counter easel with "take
ones".
- ③ Ensure *Doral* prices are being communicated to consumers.

Your anticipated follow through is appreciated.

Warm regards,

Jeff S. Rumberger

/cn
Attachment

51853 4605